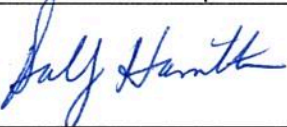


Chief Administrative Office POLICY MEMORANDUM	Date of Issue Nov. 18, 2014 Revised July 6, 2016	Expiration Date N/A	No. 50
TO: ALL Divisions and Departments		Subject: Social Media Policy	
SIGNATURE: 			

I. PURPOSE

In an effort to be transparent, informative and convenient to visitors and citizens, the Lexington-Fayette Urban County Government (LFUCG) communicates with the public through several social media channels. This type of communication is immediate, two-way, and can have a significant effect on public perception and actions. This social media policy establishes a process for establishing and maintaining social media accounts to protect LFUCG divisions and personnel.

II. APPLICABILITY

This policy applies to all LFUCG divisions and users, including employees, contractors, consultants, temporaries, interns, volunteers and other workers within local government. This policy applies to the use of social media in the course of conducting official City business, and does not address employees' personal use of social media outside the workplace. All divisions and LFUCG programs must adhere to this policy.

III. DEFINITIONS

A. Social Media – Media designed to be disseminated through social interaction and consisting of user-generated content using highly accessible and scalable publishing technologies including, but not limited to Facebook, Twitter, YouTube, LinkedIn, blogs, wikis, photo-sharing networks, online communities, podcasts, user-generated videos, message boards, RSS feeds, and similar technologies.

B. LFUCG Social Media Representative – LFUCG employee or official who has been afforded username and password access to an LFUCG social media site and who contributes content in the name of or on behalf of LFUCG and/or any LFUCG department, division, official, or employee, following the guidelines within this Policy.

POLICY MEMORANDUM	Social Media Policy	Page 2
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IV. POLICY

A. Approval of Social Media Accounts

1. LFUCG Divisions, organizations or programs that wish to create a new social media account or maintain an existing one shall complete the Social Media Account Request Form [ADDENDUM A]. This request form must be submitted to the Office of the CAO for approval. This form requires prospective social media representatives to identify the purpose, audience and goals for the account. Divisions and organizations should consider if existing platforms or sites could be utilized or merged instead of establishing new accounts.
2. Requests for a social media account are subject to approval by the division director, commissioner and Chief Administrative Officer (CAO). Requests shall be reviewed by the Division of Government Communications and the Mayor's Office who will issue a recommendation to the CAO. Copies of the final written approval shall be retained by the Division of Government Communications and the Mayor's Office.
3. No person subject to this policy shall create an LFUCG social media account without following the provisions herein. Existing social media sites shall be identified, reviewed, and amended if necessary to come into compliance with this policy.

B. Administration of Social Media Accounts

1. Approved social media representatives shall complete the Social Media Account User Authorization Form [ADDENDUM B]. This form must be submitted to the Office of the CAO for approval.
2. The Social Media Account User Authorization Form is subject to approval by the division director, commissioner and Chief Administrative Officer (CAO). Copies of the final written approval shall be retained by the Division of Government Communications and the Mayor's Office.
3. Links to approved accounts shall be posted on the city's website.

LFUCG social media users shall not share login information or passwords. Division directors and/or commissioners shall immediately notify the Divisions of Government Communications of any changes to the Social Media Account Request or Social Media Account User Authorization forms. This process ensures that the credentials for accessing social media accounts are available in the event of an emergency, employee termination or retirement, etc.

4. The Division of Government Communications and Mayor's Office shall monitor content on LFUCG social media accounts to ensure adherence with the guidelines herein.
5. Content not consistent with this policy shall be removed immediately. The CAO, CIO or their designee may disable an LFUCG social media account or remove a social media representative from the account at any time and for any reason, including, but not limited to:
 - any violation of this policy
 - unprofessional use of the account
 - lack of use or disinterest by the public
 - failure to meet the purpose and goals approved in the Social Media Request Form
 - security breach

C. Best Practices

1. **Terms of Service:** Terms of Service (TOS) clauses vary across social media platforms; as such, divisions and organizations should carefully read the TOS of each social media tool before establishing an account.
2. **Branding:** LFUCG social media accounts shall be clearly branded as an official government presence and shall link back to the appropriate lexingtonky.gov website. It is important to represent the City with a consistent message across all forms of communication, including websites, social media, and printed materials.
3. **Disclaimers:** All LFUCG social media accounts shall link to the city's Customer Use Policy [ADDENDUM C] when possible.
4. **Content/Frequency:** Content posted by an LFUCG social media account should be considered official government communications. Social media accounts are not static sites; social media representatives are encouraged to post content *at least* twice a week. Content should relate to the mission, activities and policies of the relevant LFUCG division or organization, as outlined in the approved Social Media Request Form. Social media representatives shall obtain proper license or permission to post copyrighted material, such as photographs and videos, that is not created by or owned by LFUCG. Content should be timely, engaging, accurate, free of grammatical and spelling errors, professional, inclusive and up-to-date. Before posting, consider potential reactions to the content. When in doubt about posting an item, social media representatives should consult with a supervisor, the Division of Government Communications, or the Mayor's Director of Communications.

5. **Prohibited Content:** Social media accounts created on behalf of the LFUCG shall not contain any of the following:
- Nonpublic information of any kind
 - Personal information that would violate the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule
 - Personal, sensitive or confidential information of any kind
 - Information that could compromise public safety or an ongoing investigation
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, status with regard to public assistance, national origin, physical or mental disability
 - Obscene, indecent or profane language
 - Threats, personal attacks or defamatory statements
 - Fraudulent, deceptive or misleading information
 - Promotion or endorsement of services and products
 - Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others
 - Content that violates any local, state or federal laws and/or is otherwise unlawful
 - All campaign materials
 - Items regarding litigation or pending litigation
6. **Moderating Customer Input:** By definition, social media accounts encourage the exchange of ideas and information, allowing users to ask questions and voice their opinions. Some of those comments may be negative or unsavory. Social media representatives should check their accounts daily for feedback and, if necessary, respond as quickly (within 24 hours) as possible.
7. **Removing Comments:** Generally, only comments that violate the LFUCG Customer Use Policy [ADDENDUM C] may be hidden from an account:
- Obscene, indecent or profane language
 - Threats, personal attacks or defamatory statements
 - Hate speech directed at race, color, gender, sexual orientation, national origin, ethnicity, age, religion or disability
 - Fraudulent, deceptive or misleading information
 - Comments not related to the posted topic for the LFUCG social media page or post
 - Multiple, successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam
 - Promotion or endorsement of services and products
 - Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others

- Content that violates any local, state or federal laws and/or is otherwise unlawful
- Campaign materials promoting or opposing an individual in an election for political office

Before hiding a comment, the social media representative must document the post with a screen capture and contact the Division of Government Communications for approval.

8. **Other Policies:** Use of a LFUCG social media account shall comply with other LFUCG regulations, policies and procedures, including but not limited to:
 - Code of Ethics
 - CAO Policy 8R: Open Records Policy
 - CAO Policy 25: Computer Use Policy
 - CAO Policy 44: External Links & Websites Policy
9. **Open Records:** LFUCG social media accounts are subject to the Kentucky Open Records Act. Any content maintained in a social media format that is related to LFUCG business, including a list of subscribers and posted communications, is a public record. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure under the Kentucky Open Records Act.



LEXINGTON

Social Media Account Request Form

Chief Administrative Office

Divisions and organizations of the Lexington-Fayette Urban County Government who wish to create and/or maintain an official LFUCG social media site must complete a copy of this form and submit it to PIO office **prior** to activating any social media account. All social media account administrators and users must adhere to CAO Policy 50.

Employee Name/Title: _____ Date: _____

Division/Organization account is requested for: _____

What social media tool(s) are you requesting accounts for?

Facebook*

Twitter

Instagram

YouTube

Other _____

Other _____

What is the intended purpose of the social media account? Is there an already existing account that you could use? Why or why not? Be specific. (Use another sheet is necessary.)

Who is your target audience? What are your goals for growing the number of account followers? How often will you post? Be specific. (Use another sheet is necessary.)

Division Director

Date

Commissioner

Date

CAO Policy 50 – ADDENDUM A

Request reviewed by:

CAO representative

Date

Reviewer comments:

Approved social media account(s). This section is to be filled out after review by PIO office and approval has been given. **DO NOT** set up an account beforehand.

Account name

Password

**Facebook pages must name Public Information Office master account Lex Comm as an administrator of the page.*

A copy of this form will be retained by the PIO office and the Mayor's office. Approved accounts must complete an Account User Authorization Form prior to activating the account.

Please return completed form to the PIO office.



LEXINGTON

Social Media Account User Authorization Form

Chief Administrative Officer

Employees of the Lexington-Fayette Urban County Government who wish to have access to an official LFUCG social media account must complete a copy of this authorization form and submit it to the Government Communications office **prior** to activating any social media account. All social media administrators and users must adhere to CAO Policy 50.

Name/Employee #: _____

Date: _____

Requesting access to all social media accounts under the heading (example: *Live Green Lexington* or *Lexington Police Department*):

*Facebook pages must name Public Information Office master account *Lex Comm* as an administrator of the page.

I have read, understand and agree to abide by CAO Policy 50.

I agree to regularly communicate to my audience at least two (2) times a week and understand that my account may be disabled if I do not comply.

Employee signature: _____

Division Director

Date

Commissioner

Date

CAO representative

Date

Lexington-Fayette Urban County Government Customer Use Policy

The Lexington-Fayette Urban County Government engages customers through many digital outlets, including lexingtonky.gov and LexCall 311. Communicating with the LFUCG through social media further enables customers to contact the LFUCG in a direct and meaningful way.

The goal of the LFUCG social media pages is to be a helpful medium that is conducive to real-time discussions and useful feedback. Some of the LFUCG social media pages allow public interaction in the form of comments.

Please be aware that when engaging with the LFUCG through social media, you are agreeing to:

Commenting on an LFUCG Social Media Site

Lexington-Fayette Urban County Government agencies share information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by LFUCG personnel, a comment may be deleted if it violates the comment policy described here.

- Obscene, indecent or profane language, pictures and/or videos.
- Threats, personal attacks or defamatory statements.
- Hate speech directed at race, color, gender, sexual orientation, national origin, ethnicity, age, religion or disability.
- Fraudulent, deceptive or misleading information.
- Comments not related to the posted topic for the LFUCG social media page or post.
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam.
- Promotion or endorsement of services and products.
- Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others.
- Violate any local, state, or federal laws and/or is otherwise unlawful.
- Campaign materials promoting or opposing an individual in an election for political office.
- This comment policy is subject to amendment or modification at any time.

User Created Content

Users are welcome to submit or post content, including photographs and videos, to an official LFUCG site where the agency allows users to post content, the content meets the standards articulated in this Customer Use Policy and pertains to the subject of the social media site.

Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted. Users should have no expectation of privacy when posting to an LFUCG site.

Questions or Concerns

Questions or concerns regarding the Lexington-Fayette Urban County Government's social media activity and/or this Customer Use Policy should be submitted to webmaster@lexingtonky.gov.